

HOME INTERIORS



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Trim Ideas

with

Chromtrim

TRADEMARK REG. U. S. PAT. OFF.

METAL MOULDINGS





Home is more than just a word. It's a synonym for happiness . . . it's where you hang your heart . . . it's your castle. Its four walls hold precious memories of the past and equally precious plans for the future. Whether your home is a railroad flat, a converted brownstone apartment or the house you've always longed for, you want it to be the most gracious, warm, inviting place imaginable. But you need more than an alchemist's potion or a magic wand to make your dreams come true. It takes planning, ingenuity and *ideas*.

One of the simplest and easiest ways to redecorate or modernize your home is by judicious use of CHROMTRIM'S lovely metal moulding shapes. This beautiful, high lustre, metal trim comes in a variety of shapes — ready to be installed with a minimum of effort. You needn't be a mechanical genius to use CHROMTRIM. If you know how to drive a nail without banging your thumb, can read a tape measure and wield a file you're all set.

We at CHROMTRIM have worked out some practical, economical ideas for your home.

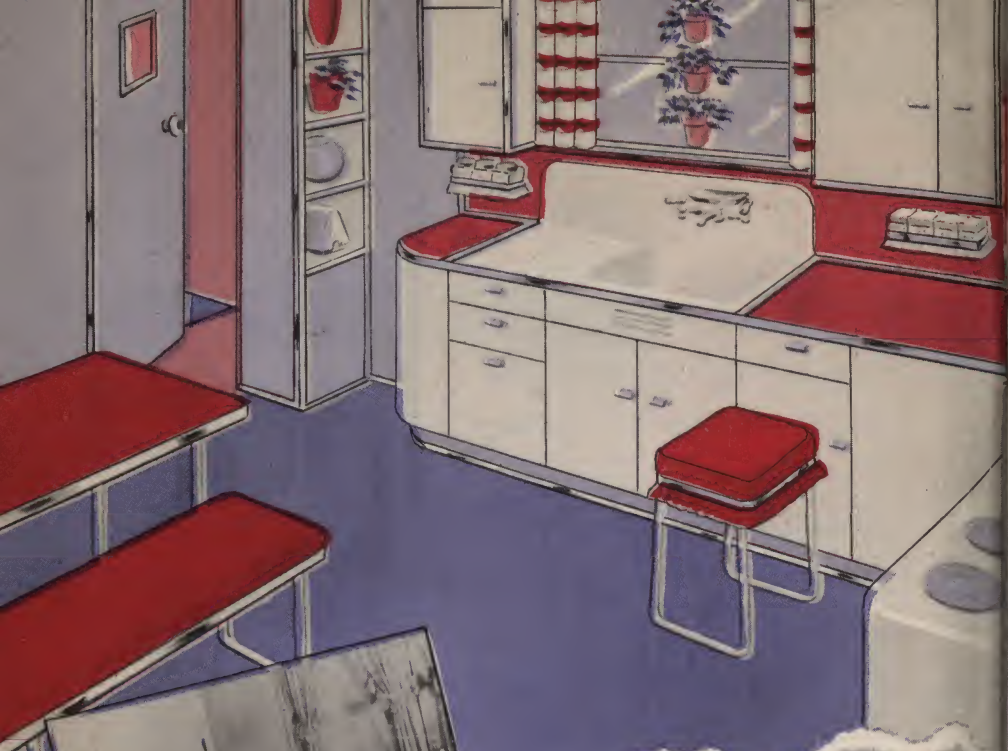
Chromtrim
METAL MOULDINGS

Photographs courtesy of Congoleum Nairn Inc., Architectural Forum, Industrial Publications, Inc. and American Lumberman, Inc. Ideas compiled and edited by W. F. Aldridge. Designed and produced by Slans & Maury Advertising.

you've seen it before . . .

You've often seen CHROMTRIM metal mouldings. It has long been the preferred metal trim of architects, builders and industrial users for stores, offices, institutional and private work. You may have taken for granted the added beauty and function it gives these places — but have you ever stopped to consider the many uses to which these same metal mouldings can be put right in your own home? Probably you haven't, so we will show you in the following pages the many advantages of CHROMTRIM — the hundreds of ways it can be used to modernize your home — increase its efficiency — and at the same time stay well within the budget you've allowed yourself for home improvements.





LET'S LOOK AT THE

Kitchen

Gleaming fixtures . . . built-in cabinets . . . a handy dining nook . . . the last word in modern design and convenience! How often have you said to yourself, "Some day I'll have *just* that kitchen"? Well — *some* day has arrived! To-day CHROMTRIM metal mouldings combined with linoleum, hard surface boards and other companion materials can make almost any kitchen the one of your dreams. CHROMTRIM adds the professional touch to your own practical handiwork. On the opposite page, we have outlined a few suggestions to revitalize your kitchen.



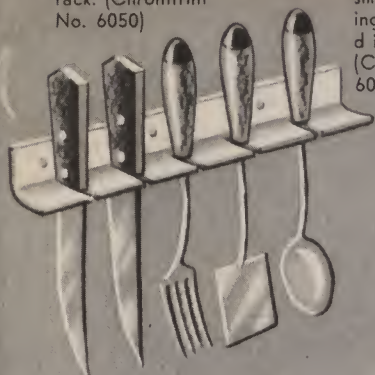
THESE TRIM-IT YOURSELF METAL MOULDINGS COMBINED WITH MODERN BUILDING MATERIALS

OTHER

Kitchen

PROJECTS

Slot stair nosing, reverse it and use as a kitchen knife rack. (Chromtrim No. 6050)



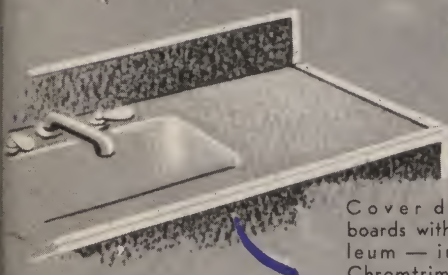
Edge a linoleum covered window sill with stair nosing — bright and different. (Chromtrim No. 6050)



Edge kitchen shelves with bright lustre metal moulding. (Chromtrim No. 6068)

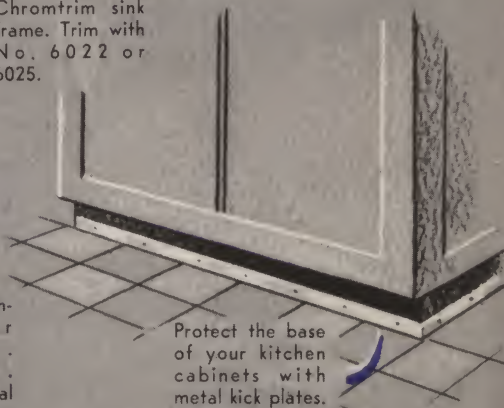


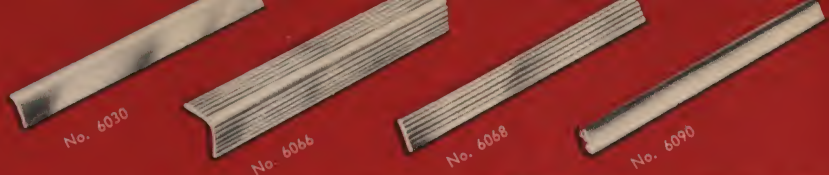
Cover drain boards with linoleum — insert Chromtrim sink frame. Trim with No. 6022 or 6025.



Cut a small window in your kitchen door . . . insert glass . . . trim it with metal mitered corners. (Chromtrim No. 6022)

Protect the base of your kitchen cabinets with metal kick plates. (Chromtrim No. 6027)

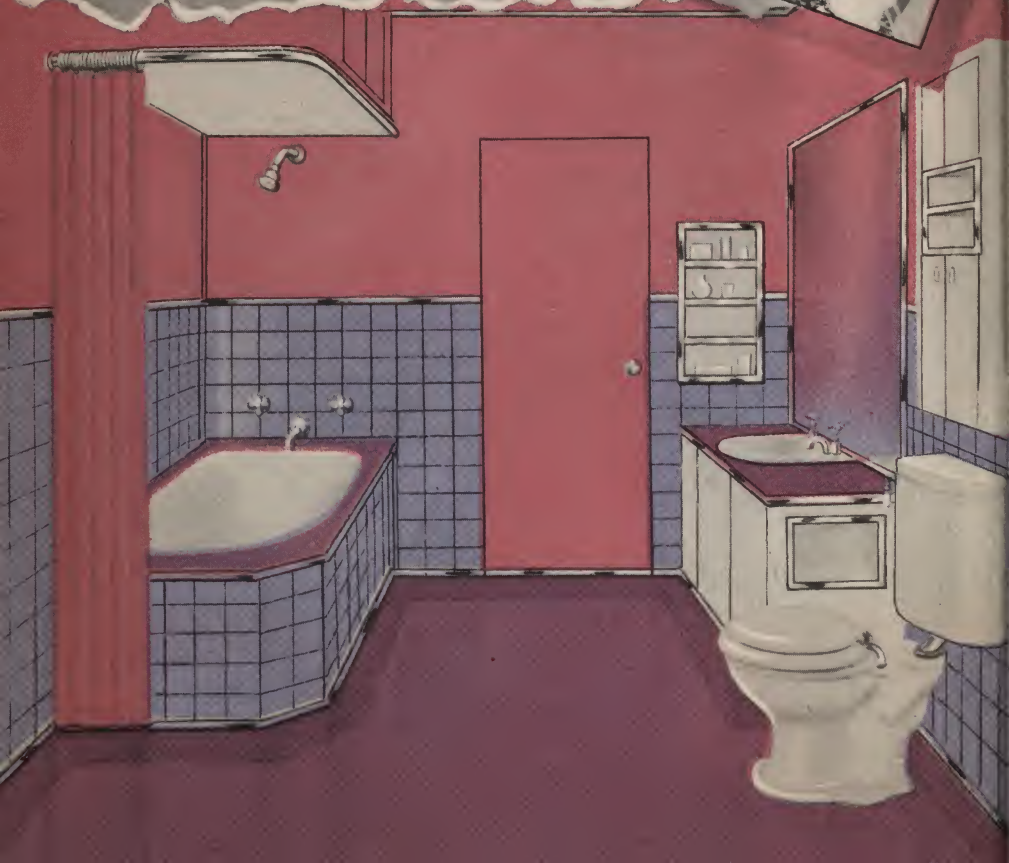




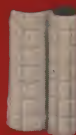
AND NEXT THE

Bathroom

Bathroom remodeling jobs similar to the one shown are practical and possible for any handy person to do. Streamline old fixtures . . . cover unsightly pipes with your choice of any of the modern building materials. Linoleum, hard surface materials or plywood trimmed with one of the 8 CHROMTRIM metal mouldings completes the job in a jiffy.



Structural changes are not necessary to effect the results shown in this remodelling job. Simple wood frames are covered with waterproof plywood. Cement linoleum to the surface and "Trim-it-Yourself" with Chromtrim. You'll thrill to the professional appearance of your own practical handiwork.



OTHER *Bathroom* PROJECTS

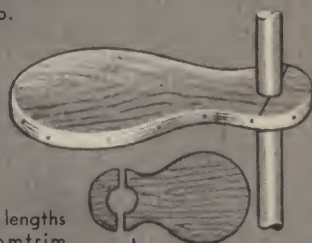
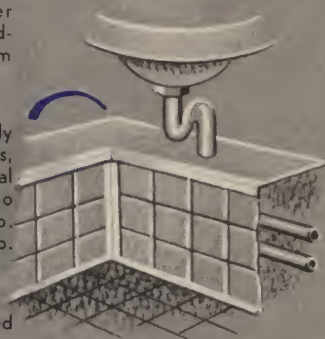


Reclaim that old clothes hamper with metal moulding. (Chromtrim No. 6022)

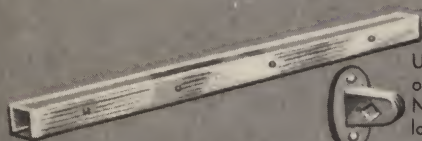


Enclose unsightly pipes with panels, edge with metal moulding to match the tub. (Chromtrim No. 6066 and 6090)

Use metal mitered corners for framing mirror on bathroom wall. (Chromtrim No. 6022)

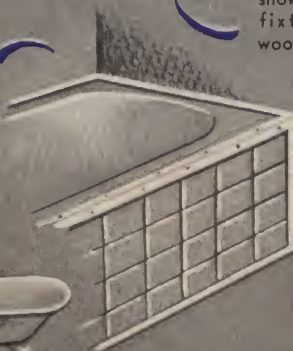


Attach wood shelf to vertical pipes, edge with Chromtrim No. 6022. Makes attractive extra storage space.

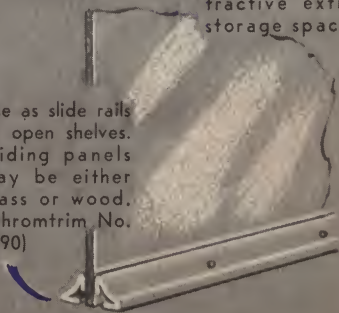


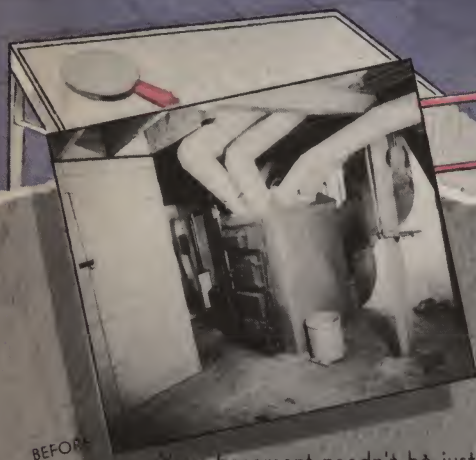
Use two lengths of Chromtrim No. 6066 as a long towel bar or shower rod. Make fixtures from wood.

Enclose an old fashioned tub with linoleum covered plywood. Trim outside edges with No. 6066—inside and base with No. 6090.



Use as slide rails on open shelves. Sliding panels may be either glass or wood. (Chromtrim No. 6090)





BEFORE

DOWN TO THE

Basement

Your basement needn't be just the place that houses the furnace — dingy — dismal — cluttered. It can be another room with a personality all its own. Why not make it into a playroom . . . gay and informal? Enclose the furnace without sacrificing heat — metal grill openings will do the trick — build a small bar — put in book shelves. And above all use CHROMTRIM metal mouldings with a lavish hand. They're so easy to keep clean — so pleasing to the eye — so truly a part of your design for gracious living!

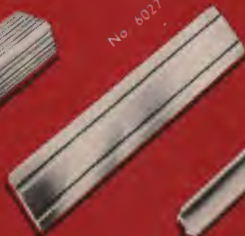
No. 6025



No. 6066



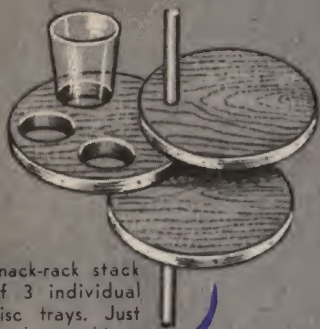
No. 6027



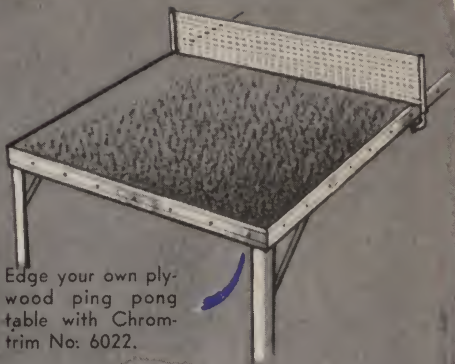
No. 6090



PROJECTS FOR THE *Basement*



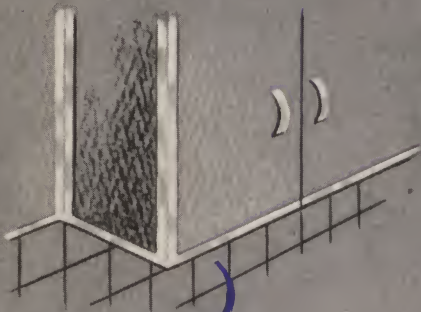
Snack-rack stack of 3 individual disc trays. Just to keep things straight. (Chromtrim No. 6068)



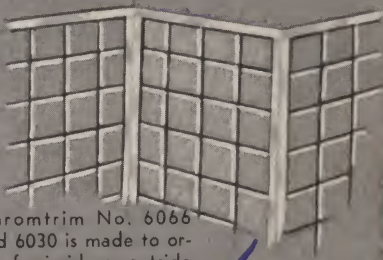
Edge your own plywood ping pong table with Chromtrim No. 6022.



A linoleum covered bar ledge (Chromtrimmed with No. 6022)

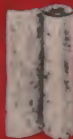


Brighten outside corners on wooden cabinets with Chromtrim No. 6066.



Chromtrim No. 6066 and 6030 is made to order for inside or outside corners and cap sections on linoleum walls.

Basement installations offer a wide choice of covering materials to satisfy your particular taste and fit almost any budget. Your dealer has a variety of plywood, hard board materials, real wood and linoleum from which to choose. Chromtrim "Trim-it-Yourself" is the perfected trim for all.

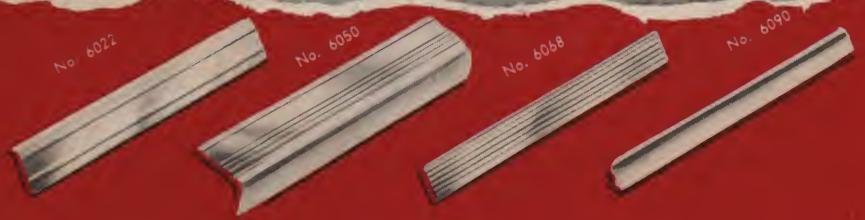


UP TO THE *Attic*



No longer need the attic be relegated to the position of a musty catch-all. It can be an attractive guest room — a practical den or library — an informal game or study. Anything your heart desires. Take inventory of your attic today — decide what it needs to make it over. Judicious use of any of the modern building materials plus CHROMTRIM metal mouldings can give you that extra room.

Chromtrim stair nosings are safe as well as practical to prolong the life of new coverings, or cover old frayed edges.



PROJECTS FOR THE

Artie

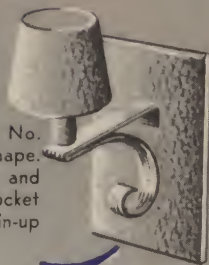
AND

Stairs

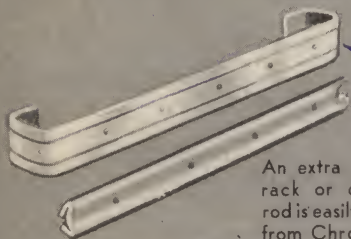


Change the show occasionally. Use Chromtrim No. 6025 with screws and washer on the back for slide picture rail.

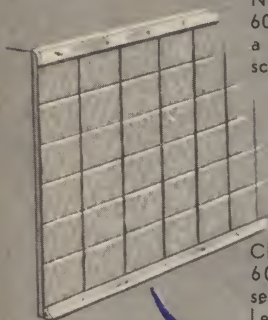
Bend Chromtrim No. 6027 into a scroll shape. Connect with nut and bolt. Attach a socket and shade. (It's a pin-up lamp).



Cover heavy shipping drums with artificial leather. Insert a plywood head and hinged base. Trim with No. 6068. Result—an extra seat with storage space inside.



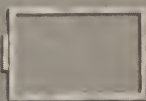
An extra clothes rack or curtain rod is easily made from Chromtrim No. 6090 or 6027. Drill and apply with screws.



Chromtrim No. 6030 as a cap section for linoleum or wall board. Slanting top sheds the dust easily.



Trays of linoleum covered plywood trimmed with No. 6025 make handy practical accessories.



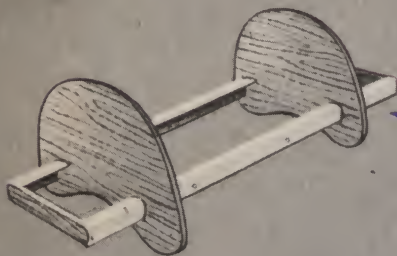
A few unspun wool spinning, some lamp shades and built-in bookshelves are all that's necessary to make a charming livable room out of a (tiny) one. Most home improvement stores appreciate the most delightful remodeling with Chromtrim.



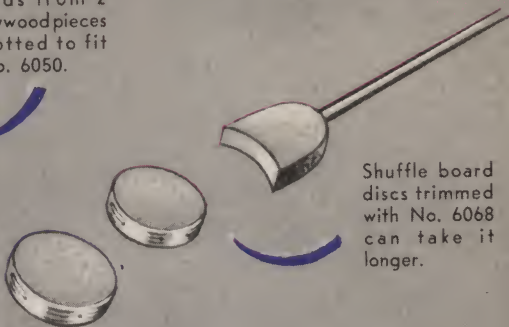
Chromtrim

HOME

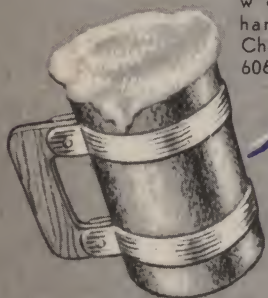
Telescopebook
ends from 2
plywood pieces
slotted to fit
No. 6050.



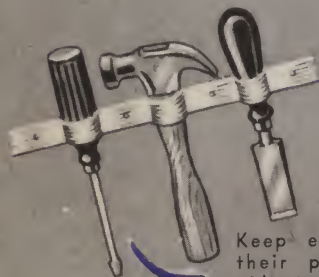
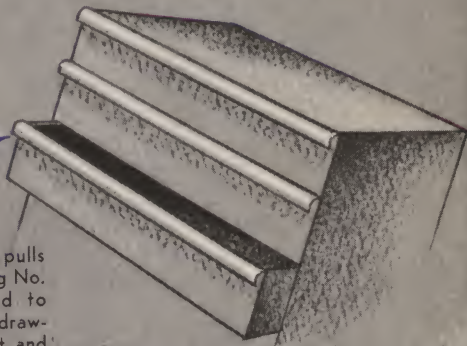
Shuffle board
discs trimmed
with No. 6068
can take it
longer.



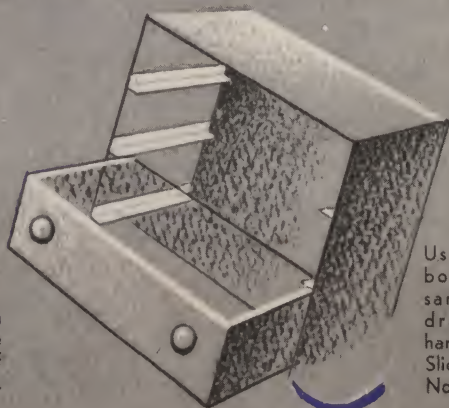
Band wide
mouth jars to
wooden
handles with
Chromtrim No.
6068.



Full length pulls
of stair nosing No.
6050 applied to
the tops of draw-
ers are smart and
practical.



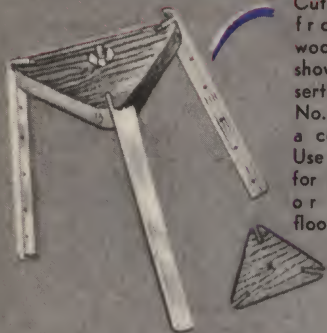
Keep 'em in
their place
with strap of
Chromtrim No.
6068.



Use wooden
boxes of the
same size as
drawers for
handy storage.
Slide on rails of
No. 6066.

PROJECTS

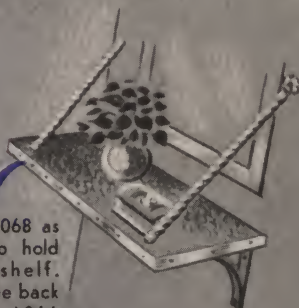
Use Chromtrim No. 6066 for legs on nest of tables. Edge the top with one piece of No. 6022 covering the legs at the corners.



Cut a triangle from hard wood (slot as shown) and insert 3 legs of No. 6050 and a center bolt. Use as a tripod for sketch box or photo floods.



Stair nosing No. 6050 reversed makes handy shoe rack. An extra piece of No. 6090 prevents shoes from toppling.



Use No. 6068 as a strap to hold hanging shelf. Support the back with No. 6066 nailed to the wall.



Form Chromtrim No. 6027 around flower pot. Connect with small nut and bolt and screw to window frame or wood plaque.



Use Chromtrim No. 6025 as a straight edge on drawing board.

Chromtrim is Easy

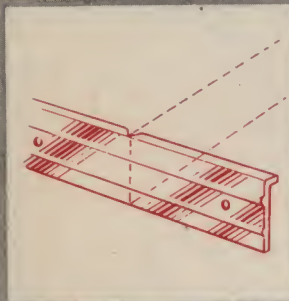
TO CUT, BEND and INSTALL



Cut the moulding to the desired length by filing straight across and half way through. Bend back to break and file smooth. "Trim-it-Yourself" mouldings may be sawed if you prefer. Use a simple mitre box for greater accuracy.



The common tools required to install "Trim-it-Yourself" are usually part of the average household equipment. You'll need a hammer, a three cornered file (or hack saw, if you prefer), a tape measure and plumb line.



Bend square corners in one piece to eliminate the corner joint, by filing a V cut in the top of the moulding only. On 4 sided surfaces, join the mouldings in the center of one side, not at the corners.



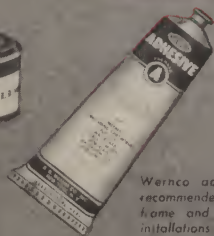
Wipe with a damp cloth and apply Werco Metal Wax Preservative. CHROMTRIM will not rust or tarnish, and requires only an occasional wiping to remove surface dust.



To bend round corners, first nail the trim to the edge as far as the corner, then apply hand pressure to form the moulding to the surface as shown. Don't hold the moulding at the extreme end.



Brighten up any metal surface with Werco Metal Wax Preservative - an all purpose metal cleaner and polish.



Werco adhesive is recommended for sink frame and bathroom installations. The fast drying rubber base cement creates a permanent, waterproof bond.



Welded one piece CHROMTRIM sink frames are available in sizes to fit all standard size sinks. Ask your dealer about these.



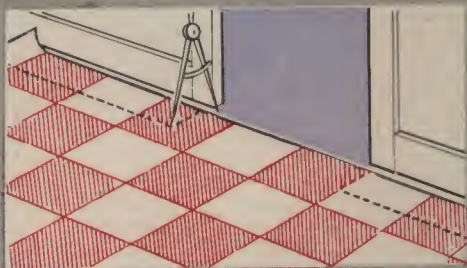
No well equipped household should be without a roll of Werco seam or edge binding which protects the seams and outside edges of linoleum, assures longer wear and prevents tears.

HOW TO FIT AND CUT LINOLEUM

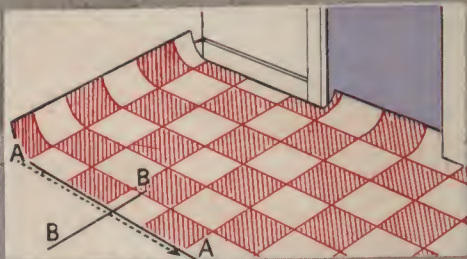


The few tools required to fit and cut linoleum are a pair of dividers or an inexpensive school compass, chalk, and a linoleum knife. Keep the knife clean and well sharpened. Use a piece of No. 6027 CHROMTRIM as a guide for cutting straight edges.

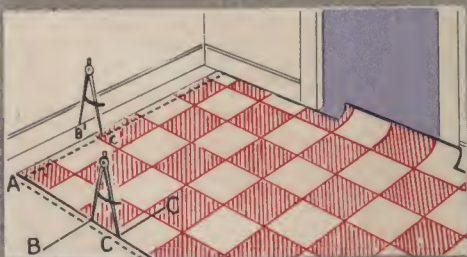
1. Cut the first sheet of linoleum about 6" longer than required. Lay it on the room floor about 1" from the base board. Set the compass for 2". Hold compass with one point firmly against the wall and the other point (or pencil side) on the linoleum, and scribe a line on the linoleum. Cut exactly on this line which will conform to irregularities in the wall, trim, sills, etc.



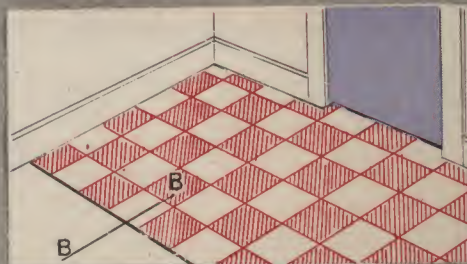
2. Fit the newly cut edge firmly against the wall and draw a chalk line (A) the full length, using the edge of the linoleum as a guide. Next pull the linoleum lengthwise, still keeping it on the chalk line until one end clears the end wall. Mark a chalk line (B) on the linoleum and extend the same line on the floor.



3. Now set your compass points for the distance from (C) to (B). Hold the compass to that size and scribe the end line. (See Figure (B') and (C').) Cut on this line. Now the linoleum should fit snugly on the length and one end.



4. Pull back the linoleum lengthwise once more, holding it to the (A) chalk mark and repeat the same scribing operation on the other end. The long edges are usually true so that you will only have to cut the two ends of each piece until you reach the last sheet which will require the same operation as in No. (1).



Supplement these instructions with those usually given free by the manufacturers of wall and floor covering materials, showing how to apply adhesives.

these 8



meet every HOME TRIM NEED!

Easy-to-use CHROMTRIM metal mouldings are streamlined packaged for consumer use in handy 6' lengths — complete with nails and instructions. CHROMTRIM'S bright lustre contrasts perfectly with floor and wall coverings of any color or material . . . harmonizes beautifully with traditional or modern furniture . . .

Your local dealer is your home service center for CHROMTRIM and companion materials. Consult him on your remodeling problems.

CHROMTRIM is not sold direct, if you cannot purchase it locally, send us your dealer's name for our distributor to service.

For any further information or technical assistance, write our Home Service Department.

Look for this attractive merchandise display unit at your local hardware or department store, building material or floor-covering dealer. The CHROMTRIM trade mark is your assurance of quality. Do not accept substitutes.

CHROMTRIM "Trim-it-Yourself" is a product of the
R. D. WERNER CO., INC.
manufacturers of metal and plastic products.
295 FIFTH AVENUE, NEW YORK 16, N. Y.
Factories: New York City and Greenville, Pa.



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